



**A STUDY ON FACTORS THAT INFLUENCE CUSTOMERS  
INTENTION TO PURCHASE HYBRID CARS IN MALAYSIA**

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## DECLARATION OF ORIGINAL WORK



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### **“DECLARATION OF ORIGINAL WORK”**

We, Maswadi Bin Aziz, (I/C Number 911030-10-6023) and Mohd Nazrin Bin Nawi (I/C Number 911022-14-6439).

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF TRANSMITTAL

**1<sup>st</sup> July 2014**

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Dear Sir,

### **SUBMISSION OF PROJECT PAPER (IBM663)**

We are hereby attached a documents that titled "**A STUDY ONFACTOR THAT INFLUENCE CUSTOMERS INTENTION TO PURCHASE HYBRID CARS IN MALAYSIA**" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours sincerely,

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MASWADI BIN AZIZ

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MOHD NAZRIN BIN NAWI

## **Abstract**

The purpose of this study was to determine the significance factors that influence customers intention to purchase hybrid cars in Malaysia. The variables consists cost, environmental concern and brand are stated as independent variables for this study. The respondents were 100 employers and workers around Kelana Jaya and Putrajaya. The finding showed that cost, environmental concern and brand have influence on customers intention to purchase hybrid cars in Malaysia. All variables show positive relationship towards the customers intention to purchase hybrid cars.

This study refers to primary data and also secondary data for supporting the sampling technique. Meanwhile, the researcher use questionnaire as the method to collect all the data from sample respondents in accomplishing the research objectives. While the data for this study was analyzed using multiple statistical procedures: mean point value, standard deviation, and correlation analysis. The result of the study presented in this research agrees that cost, environmental concern and brand influenced customers intention to purchase hybrid cars. This study can be seen as a foreword to a more detailed study to be carrying by future research on factors that influence customers intention to purchase hybrid cars in Malaysia.

## Table of Contents

Abstract .....	ii
Table of Contents.....	iii - v
DECLARATION OF ORIGINAL WORK .....	vi
LETTER OF TRANSMITTAL.....	vii
Acknowledgements .....	viii

### CHAPTER 1: INTRODUCTION

1.0 Introduction .....	1
1.1 Background of Study.....	3
1.2 Problem Statement .....	4
1.3 Research Questions .....	7
1.4 Research Objectives.....	7
1.5 Significance of the Study .....	7
1.6 Scope of Study .....	8
1.7 Limitations of the Study .....	8
1.7.1 Time .....	8
1.7.2 Financial .....	8
1.7.3 Lack of experience.....	9
1.7.4 Accuracy of the information.....	9
1.8 Definition of Terms .....	9
1.8.1 Hybrid electric vehicle .....	9
1.8.2 Plug in electric vehicle .....	9
1.8.3 Cost .....	10
1.8.4 Quality .....	10

### CHAPTER 2: LITERATURE REVIEW

2.0 Introduction .....	11
2.1 Literature Review .....	11
2.1.1 Dependent Variable .....	11
2.1.1.1 Intention to Purchase Hybrid Cars .....	13
2.1.2 Independent Variable .....	13
2.1.2.1 Cost.....	14
2.1.2.2 Environmental concern.....	16
2.1.2.3 Brand.....	18